

Ameren Illinois
Exhibit 11.6 909 Detail \$183,000 Ad Expenses
Educational and Informational Advertising
2014
(In Dollars)

Tab Name (includes voucher detail)	Ad Example #	Adjustment Amount
Infrastructure	54 and 54.1	\$ (106,962)
Facebook	1 and 54.3	\$ (40,935)
St. Louis Cardinal Radio	46	\$ (23,300)
Rockhold Mktg	37	\$ (11,518)
JJKersey Foundation	25	\$ (300)
Total AG Adjustment		\$ (183,015)
Credits not applied to AG's adjustments - Infrastructure		\$ 16,974
AIC - not seeking recovery 2 vouchers- Rockhold Mktg		\$ 2,320
AIC - not seeking recovery 1 voucher- JJ Kersey Foundation		\$ 300
Total AG Adjustment with credits		\$ (163,421)

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Total AG Adjustment

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Voucher Number	Vendor Name	Necessity/Description	Ad Example Number	AG Adjustment	Additional Description
002167412	FACEBOOK	HEGGER, MEGAN-FACEBOOK ADVERTISING	1	(1,156.78)	Customer messaging - safety, storm restoration, operation updates, and energy tips to targeted audiences via Facebook
002190867	FACEBOOK	HEGGER, MEGAN-FACEBOOK ADVERTISING	1	(1,766.62)	Customer messaging - safety, storm restoration, operation updates, and energy tips to targeted audiences via Facebook
002212532	FACEBOOK	HEGGER, MEGAN-FACEBOOK ADVERTISING	1	(2,175.08)	Customer messaging - safety, storm restoration, operation updates, and energy tips to targeted audiences via Facebook
002241309	FACEBOOK	HEGGER, MEGAN-FACEBOOK ADVERTISING	1	(1,918.18)	Customer messaging - safety, storm restoration, operation updates, and energy tips to targeted audiences via Facebook
002270647	FACEBOOK	HEGGER, MEGAN-FACEBOOK ADVERTISING	1	(2,258.39)	Customer messaging - safety, storm restoration, operation updates, and energy tips to targeted audiences via Facebook
002287058	FACEBOOK	HEGGER, MEGAN-FACEBOOK ADVERTISING	1	(2,610.81)	Customer messaging - safety, storm restoration, operation updates, and energy tips to targeted audiences via Facebook
002061987	FACEBOOK	MASINELLI, TODD-FACEBOOK ADVERTISING	1	(120.58)	Customer messaging - safety, storm restoration, operation updates, and energy tips to targeted audiences via Facebook
002096773	FACEBOOK	MASINELLI, TODD-FACEBOOK ADVERTISING	1	(473.56)	Customer messaging - safety, storm restoration, operation updates, and energy tips to targeted audiences via Facebook
002113565	FACEBOOK	MASINELLI, TODD-FACEBOOK ADVERTISING	1	(30.10)	Customer messaging - safety, storm restoration, operation updates, and energy tips to targeted audiences via Facebook
002113614	FACEBOOK	HEGGER, MEGAN-FACEBOOK ADVERTISING	1	(250.08)	Customer messaging - safety, storm restoration, operation updates, and energy tips to targeted audiences via Facebook
002140064	FACEBOOK	HEGGER, MEGAN-FACEBOOK ADVERTISING	1	(833.25)	Customer messaging - safety, storm restoration, operation updates, and energy tips to targeted audiences via Facebook
002140064	FACEBOOK	HEGGER, MEGAN-FACEBOOK ADVERTISING	1	0.33	Customer messaging - safety, storm restoration, operation updates, and energy tips to targeted audiences via Facebook
002315887	FACEBOOK	HEGGER, MEGAN-FACEBOOK ADVERTISING	1	(3,990.36)	Customer messaging - safety, storm restoration, operation updates, and energy tips to targeted audiences via Facebook
002335134	FACEBOOK	HEGGER, MEGAN-FACEBOOK ADVERTISING	1	(3,166.76)	Customer messaging - safety, storm restoration, operation updates, and energy tips to targeted audiences via Facebook
002095093	WEBER SHANDWICK	Infrastructure Improvements - Facebook advertising	54.3	(1,724.68)	Customer messaging - safety, storm restoration, operation updates, and energy tips to targeted audiences via Facebook
002081810	WEBER SHANDWICK	Infrastructure Improvements - Facebook advertising and radio ad for Chicago Bears network	54.3	(4,304.68)	Customer messaging - safety, storm restoration, operation updates, and energy tips to targeted audiences via Facebook
002066637	WEBER SHANDWICK	Infrastructure Improvements - web pages and tweets development	54.3	(9,120.38)	Customer messaging - safety, storm restoration, operation updates, and energy tips to targeted audiences via Facebook
002066634	WEBER SHANDWICK	Social Media Engagement - media playbook and Facebook guidance	54.3	(5,035.50)	Customer messaging - safety, storm restoration, operation updates, and energy tips to targeted audiences via Facebook
Total AG adjustment				(40,935.46)	

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Voucher Number	Vendor Name	Necessity/Description	Ad Example Number	AG Adjustment	Added Description
002199986	ST LOUIS CARDINALS L	St. Louis Cardinals "AIC Safety and Diversity" Radio S	46	(726.00)	Radio - Economic Development, Recruiting
002199994	ST LOUIS CARDINALS L	St. Louis Cardinals "AIC Safety and Diversity" Radio S	46	(3,490.60)	Radio - Economic Development, Recruiting
002201156	ST LOUIS CARDINALS L	St. Louis Cardinals "AIC Safety and Diversity" Radio S	46	(3,490.00)	Radio - Economic Development, Recruiting
002201450	ST LOUIS CARDINALS L	St. Louis Cardinals "AIC Safety and Diversity" Radio S	46	(3,490.00)	Radio - Economic Development, Recruiting
002228321	ST LOUIS CARDINALS L	St. Louis Cardinals "AIC Safety and Diversity" Radio S	46	(3,489.92)	Radio - Economic Development, Recruiting
002251245	ST LOUIS CARDINALS L	St. Louis Cardinals "AIC Safety and Diversity" Radio S	46	(3,489.92)	Radio - Economic Development, Recruiting
002277263	ST LOUIS CARDINALS L	St. Louis Cardinals "AIC Safety and Diversity" Radio S	46	(3,489.92)	Radio - Economic Development, Recruiting
002322526	ST LOUIS CARDINALS L	St. Louis Cardinals "AIC Safety and Diversity" Radio S	46	(1,634.00)	Radio - Economic Development, Recruiting
Total AG Adjustment				(23,300.36)	

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Voucher Number	Vendor Name	Necessity/Description	Ad Example Number	AG Adjustment
002117682	ROCKHOLD MARKETING L	INFORMATIONAL MESSAGING CUSTOMER EDUCATION MESSAGE	37	(1,246.89)
002184246	ROCKHOLD MARKETING L	Rockhold Marketing - Design and Printing Marketing	37	(350.00)
002184246	ROCKHOLD MARKETING L	PURCHASING RATE	37	(6.30)
002189231	ROCKHOLD MARKETING L	Rockhold Marketing - Design AMI Communications Mgs		(1,080.00)
002189231	ROCKHOLD MARKETING L	PURCHASING RATE		(15.12)
002234758	ROCKHOLD MARKETING L	Rockhold Marketing - Design AMI Communications Mgs- poster design		(96.00)
002234758	ROCKHOLD MARKETING L	PURCHASING RATE		(1.34)
002269123	ROCKHOLD MARKETING L	Rockhold Marketing - Design AMI Communications Mgs-banner design		(432.86)
002269123	ROCKHOLD MARKETING L	PURCHASING RATE		(6.06)
002292709	ROCKHOLD MARKETING L	Rockhold Marketing - Design AMI Communications Mgs- table top displays		(5,880.60)
002292709	ROCKHOLD MARKETING L	PURCHASING RATE		(82.33)
002305061	ROCKHOLD MARKETING L	Rockhold Marketing - Fact Sheet used by Public Affairs		(1,188.00) *
002305061	ROCKHOLD MARKETING L	Rockhold Marketing - Fact Sheet used by Public Affairs		(16.63) *
002322699	ROCKHOLD MARKETING L	Rockhold Marketing - Fact Sheet used by Public Affairs		(1,100.00) *
002322699	ROCKHOLD MARKETING L	Rockhold Marketing - Fact Sheet used by Public Affairs		(15.40) *
Total AG Adjustment				(11,517.53)
AIC adjustment				2,320.03 *
Total Adjustment				(9,197.50)

* AIC has decided not to seek recovery of these expenses and will remove the amounts from its proposed revenue requirements.
See Ameren Exhibit 10.6.

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Voucher Number	Vendor Name	Necessity/Description	Ad Example Number	AG Adjustment	Added Description	
002243111	JACKIE JOYNER KERSEE Foundation	Ad in Event Booklet	25	(300.00)	Customer informational messaging- Ameren supporting community needs through contributions.	*

* AIC has decided not to seek recovery of this expense and will remove the amount from its proposed revenue requirements.
See Ameren Exhibit 10.6.